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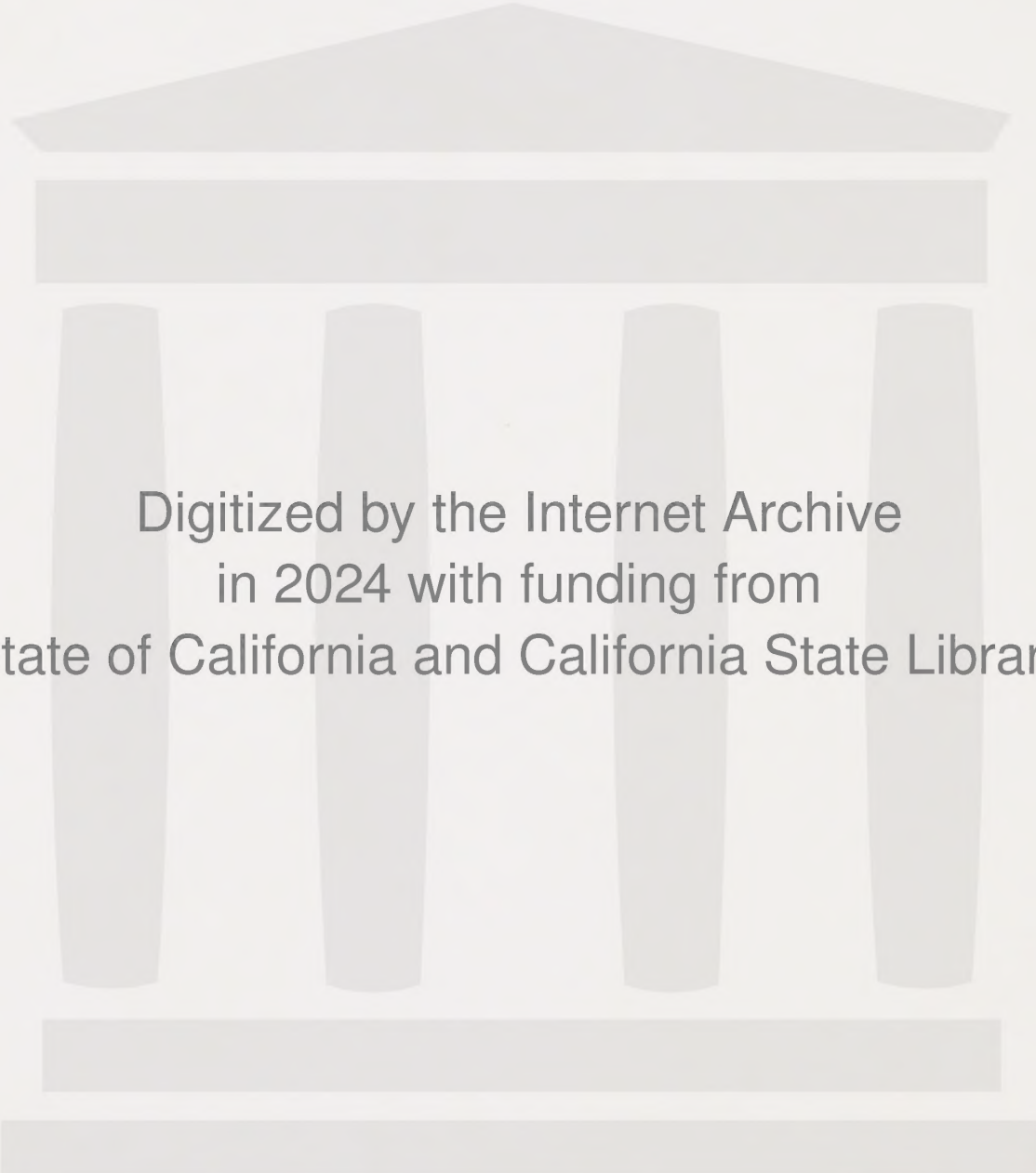
GOVERNMENTAL

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UNIVERSITY OF CAL

Patterns of Growth

a Summary of Redevelopment
in Oakland





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OAKLAND REDEVELOPMENT AGENCY

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 BLUE
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INTRODUCTION TO REDEVELOPMENT THE REBIRTH OF A CITY

A city is a growing, evolving center of activity. As a city grows older, inevitably some of its homes, streets, shops, office buildings, industrial plants, schools and other public facilities begin to deteriorate. When this happens on a large scale, whole sections of the city become unattractive places to live, shop, work and play. Adequate social, cultural, educational and recreational opportunities are lacking. Residents and businesses move away. The neighborhood becomes a blighting influence on the city as a whole, and on surrounding neighborhoods.

Also, some of the city's land remains undeveloped, and existing structures on developed land are frequently no longer appropriate in their present location. Retaining a city's historic charm, as well as ensuring that it become a modern, thriving metropolitan center, requires both preservation and comprehensive planning of new facilities so that the city meets the needs of all its people, and the people look upon their city with pride, full of hope for its future.

Through the combined efforts of citizens, business and governmental agencies, the revitalization of cities like Oakland is being accomplished through the process of redevelopment--or urban renewal. Established by the Oakland City Council in 1956, the OAKLAND REDEVELOPMENT AGENCY works to create a balanced urban environment that benefits all the people of Oakland.

Revitalizing a deteriorating residential or commercial area of a city involves many components: renovating structures that

can and should be preserved, demolishing unsafe buildings, building new residential, commercial, educational, social and cultural facilities, and fixing streets, curbs and gutters--to name just a few. Renewal is a broad task that brings together a community's total resources working together to create a better lifestyle for the total community.

The Redevelopment Agency, under Federal guidelines, is authorized to perform certain specific renewal functions--conduct surveys and create comprehensive plans for redevelopment areas...acquire, clear and assemble land to sell to private developers for needed new facilities...give relocation assistance to individuals and businesses who are required to move because of urban renewal...and assist property owners who wish to undertake rehabilitation of their homes or businesses. The Redevelopment Agency acts as a catalyst, a facilitator that makes renewal possible by channeling Federal funds into the city. Its efforts, and the benefits of renewal to a community, are indeed--and most properly--the result of a partnership involving the citizens, the City Council, City Departments, the School District, labor unions, churches, business, and the Federal government. Redevelopment occurs through a true blending of public and private capabilities, each contributing unique ingredients to make the process work.

Redevelopment is concerned with a great deal more than improving the physical face of the city. Throughout all its efforts, the Agency maintains a strong commitment to stimulating new low-moderate income housing and providing for the social, economic and racial integration of Oakland. More than 1,700 low-moderate residential units have been built or are underway in Oakland.

redevelopment areas.

New construction and new facilities create jobs and the Agency's Affirmative Action program ensures proportionate minority representation in these jobs, as well as in construction contracts. Over the past four years, the Agency's program has provided 3,500 construction jobs--63% performed by minorities. Minority companies, some in joint venture with Caucasian firms, receive 58% of total construction dollars.

Agency encouragement and assistance is given in developing and expanding schools, parks and health facilities. Examples include the Martin Luther King, Jr. Elementary School, Lowell Park, and the West Oakland Health Center.

Redevelopment attracts new stores, businesses and industries to the city, and the Agency emphasizes enabling residents to acquire ownership in new facilities. Initial investment opportunities have been made possible in the City Center Redevelopment Area, and studies are underway to develop broader-based equity participation.

In addition, in redeveloped areas the local tax base increases, private sponsors are stimulated to invest in areas that would otherwise be neglected, and the economy and environment of renewal neighborhoods and surrounding areas is enhanced.

Oakland's redevelopment program effectively got underway in 1962 with the Acorn Project. Today the City has 7 renewal areas.

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ACORN

Before redevelopment, this 50-block area west of downtown Oakland was a deteriorating neighborhood with a mixture of commercial, industrial and residential uses. Most of the 610 structures were dilapidated and unsafe. Tax revenues were declining. In early 1962 revitalization of Acorn began with the Redevelopment Agency acquiring land, demolishing blighted structures, relocating individuals, families and businesses, and selling available land to private developers.

Good neighborhoods mean attractive places to live. In West Oakland's Acorn Redevelopment Area, over 1,000 low-moderate integrated residential units have been provided.

ACORN HOUSING was developed by Beneficial Development Group, Inc.--a Black development group made up of prominent Bay Area citizens. Cited for architectural excellence by the American Institute of Architects in 1968, Acorn Housing is owned and managed by the nonprofit Alameda County Building Trades Council. The 677 apartments and townhouses offer studio to four-bedroom units, many with private patios and skylights. Within the complex is a large centrally located community building. This visually exciting development--white stucco with bright accent colors, balconies and bay windows--covers a large three-block area between 8th and 10th Streets, Market and Union. For rental information, contact Oakland Acorn, Inc., 821 Filbert Street, 444-8931.

MOR HOUSING, adjacent to Acorn Housing, combines 357 townhouses and highrise apartments in the area bounded by 7th and 8th Streets, Market and Union. The warm, earthtone townhouses contain three and four bedrooms, while the three 12-story highrises, with studio, one and two bedroom units, offer exciting views of the Oakland hills and San Francisco Bay. Spacious lawns, playgrounds, bicycle paths and off-street parking are added features of this development. The community-controlled, nonprofit sponsor--More Oakland Residential Housing, Inc.--is made up of five West Oakland neighborhood organizations and Kaiser Urban Corporation. Rental information can be obtained at the MORH office, 720 Union Street, 839-2050.

There has been a significant effort to achieve economic as well as ethnic mix within West Oakland. Fidelis Realty Investment Corporation plans to construct a 12-story highrise and garden apartment development for middle-income residents on the block bounded by Market, Brush, 7th and 8th Streets. This will be market rate rather than subsidized housing. The 305 units will consist of studio, one and two bedroom apartments and recreational amenities such as a swimming pool, sauna and gymnasium facilities, a putting green, tennis and volleyball courts.

Improving the environment is also a major component of a revitalized neighborhood. All overhead utilities north of the Nimitz Freeway have been placed underground--and curb, gutter, sidewalk and pavement improvements were constructed throughout the Redevelopment Area. Substantial changes were made in traffic

circulation. Market Street, between 3rd and 10th, and 7th Street, between Brush and Cypress, were expanded into major boulevards with attractive tree-planted median strips. Eighth Street was converted into a two-way residential street.

Progressive neighborhoods mean conveniences. Acorn residents are within one-half mile of Oakland's downtown business district, have convenient access to the Nimitz and Grove-Shafter Freeways, and are within walking distance of the West Oakland BART station. A 7-acre site has been set aside between 8th and 11th, Market and Brush, for a neighborhood retail shopping center to serve consumer needs and create new economic opportunities for local entrepreneurs of small businesses. The proposed commercial center will contain ample parking and an open pedestrian mall.

In the heart of Acorn, serving more than 40,000 residents is the community-controlled West Oakland Health Center, which operates on an ability-to-pay basis. With Redevelopment Agency assistance, land was acquired and government loans and grants obtained for construction and operation of this Center, the first of its kind providing comprehensive out-patient services through a partnership of 43 doctors in group practice.

Across the street from the Health Center, St. Vincent's Day Home has provided day-care services to preschool children from ages 2 to 6 for the past 62 years. School-age children have easily accessible educational opportunities provided by three schools in the neighboring Oak Center redevelopment area.

On 23 blocks at the southern edge of Acorn contain industrial and commercial developments. Through the redevelopment process, more than 20 firms have bought land and built new facilities, with a total private investment of over \$10 million. Approximately 900 new jobs have resulted from these developments, and the current tax yield from new industrial development is greater than the tax yield for the entire 192-acre project prior to redevelopment. Some 40 owners of already existing industrial properties have spent more than \$650,000 to rehabilitate their facilities, bringing them into compliance with the City building codes and the Acorn Redevelopment Plan.

Acorn--a neighborhood where almost total clearance of blighted properties was necessary--has emerged as a vital new community through the joint efforts of citizens, private enterprise and government.

As of August 1974, the Federal government had invested \$12.7 million in Acorn thus completing its financial commitment to the project. The Redevelopment Agency is continuing to fulfill its obligation to see that the remaining components of the Acorn plan, i.e., the shopping center and the middle-income housing development, are completed.



Oak Center



OAK CENTER

Oak Center is a residential community in Oakland's inner city with a reputation in the Bay Area for boldness. In 1963 found most of its residents living in overcrowded, deteriorating Victorian homes built around the turn of the century. Many of the structures were basically sound, but almost all had been subdivided during World War II into small apartments to accommodate the influx of workers for nearby shipyards. Banks were reluctant to make loans to homeowners who wanted to modernize. Schools were over-crowded. Open space and recreation facilities were severely limited. Liquor stores, nightclubs, pool halls and small shops added unnecessary traffic and noise to residential streets. The streets themselves were narrow and poorly maintained.

Concerned residents in the 56-block community knew it was time for a change, and came together to form the Oak Center Neighborhood Association. Working closely with the Oakland Redevelopment Agency, a unique Urban Renewal Plan was created, emphasizing rehabilitation of existing properties instead of large-scale clearance. In 1965 the City Council approved the Plan, which also called for comprehensive changes in the environment, including modernization of existing schools and the addition of a new elementary school. Determined and articulate, residents also succeeded in changing the course of a nearby proposed freeway and made certain a few poorly located houses be moved instead of demolished.

From the beginning, residents insisted that as many as possible of their one-of-a-kind Victorian homes be saved. Unlike many houses built today, most of these homes feature spacious high ceiling rooms, winding staircases, large bay windows, porches, and basement storage space. To insure against overcrowding and unsafe living conditions, all property within the Redevelopment Area must now conform with City code regulations and the project's minimum property standards. Most are duplexes or triplexes which require new plumbing, new interior and exterior paint.

Rehabilitation has been possible through loans from the Department of Housing and Urban Development to qualified homeowners within the Redevelopment Area. Loans up to \$17,400 per dwelling unit have been available at a 3% interest rate for a term of 20 years. In some cases the loans also cover refinancing.

In addition, certain low-income homeowners have been eligible for grants up to \$3,500. Because some homeowners' incomes were still insufficient to cover rehabilitation costs, the Agency in 1969 initiated the Property Rehabilitation Employment Program. Through PREP, homeowners pay the cost of construction materials only, with labor performed by students in the program. Thus minority youths receive valuable training in the building trades, while at the same time providing an important service to the community.

A number of community groups and institutions have bolstered the rehabilitation effort. As part of its Building Trades Class, the Alliance for Community Education for McClymonds High School bought a house which the class restored themselves. Other groups include West Oakland Housing, Inc., the housing development corporation for Model Cities, and the Peter Maurin Neighborhood House.

If, for various reasons, a homeowner decides not to rehabilitate, he may sell his property to the Agency. The house may then be sold "as is", for the cost of the land only, to a qualified buyer who is required to rehabilitate the house and live in it. Or the Agency may itself sponsor rehabilitation of the homes it purchases and resell them under one of various programs such as the 235 (j), the 220, or a new program sponsored by the Savings Association and Mortgage Company (SAMCO). Programs such as these have acted to open the community to higher income groups who have added an element of economic stability to Oak Center.

To date, 283 of the 465 homes to be rehabilitated have been completed--a total of 574 modern units with the charm of the past preserved.

Rehabilitation has not been limited to residential structures. Churches, grocery stores, and one liquor store on a main street have made use of rehabilitation loans up to \$50,000 available through the Department of Housing and Urban Development. The recently completed Antioch Baptist Church, at 14th and Filbert Streets, is an example of new life brought to a community focal point. The modern additions to its basic structure serve to both complement the old and the new in Oak Center, while increasing square footage and new facilities. In addition, the Coca Cola Bottling Company facility, located on the outer edge of Oak Center, independently expanded its facilities at a total cost of \$1 million.

The prospect of new residential development in Oak Center initially caused concern among residents because new apartment complexes in inner cities have at times provided bland living

environments with little or no open space. Poor management has occasionally led to rapid deterioration and heavy congestion in a matter of a few years. Oak Center, however, has had highly successful experience with new residential developments.

OAK VILLAGE, sponsored by a partnership of community residents and Grubb & Ellis Company, represents the creative use of inner city open space for small- to medium-sized family apartment living. Located on Market Street between 13th and 14th Streets, the studio, one and two bedroom apartments are surrounded by well-maintained grounds. All open onto a common and well-lit courtyard accented with Victorian lamp posts. For rental information, call 835-4846.

TAYLOR MEMORIAL HOMES, located on 14th Street between Chestnut and Linden, consist of 12 wooden-shingled townhouse units with yards for medium and large families. Taylor Memorial Methodist Church sponsored the development, which is managed by Grubb & Ellis. For rental information, call 835-4846.

OAK CENTER TOWERS, a 195-unit, 11-story highrise complex for the elderly, has been recently completed on the corner of 14th and Market Streets. Most of the apartments are studios with enviable views. Recreation and dining areas will be located on the ground floor. Rental information is available at 465-1166.

OAK CENTER ONE is a 79-unit complex sponsored by General and Specialty Contractors' Association, an association of minority contractors. These apartments for small- to medium-sized families are located on Market at 16th Street. Applications and information can be obtained by calling 832-3032.

Six new single family detached homes have been built on scattered vacant sites in Oak Center under the sponsorship of West Oakland Housing, Inc. The design of these new homes blends in with the older Victorian architecture. Interested persons may call 839-2992 for further information.

Beth Eden Baptist Church is sponsoring the development of 54 studio apartments for senior citizens at 10th and Market Streets. These apartments are in the final construction phase and are scheduled to open in January, 1975. For rental information call 835-4191.

The new elementary school called for in the Oak Center Plan opened in 1971 to 500 kindergarten to third graders. Using an African-oriented, pod-shaped architecture, the non-graded school makes extensive use of closed circuit television and innovative audiovisual teaching equipment. A community parent group carefully screened and participated in selecting the school's principal and teaching staff.

As part of environmental changes planned in Oak Center, the City Parks and Recreation Department has sponsored the addition of a park adjoining Lowell Junior High School. Lowell Park, the three-block area located toward the center of the Redevelopment Area, provides more complete recreation facilities for surrounding schools and residents, including soccer, football fields, hardball and softball diamonds, volleyball and basketball courts and an area for senior citizens and tots.

One of the major routes from the Nimitz Freeway to downtown Oakland--14th Street--will be widened and a median strip added.

Market Street widening has already been completed. Throughout the Redevelopment Area, curbs and gutters will be added where there are none, and all residential streets will be widened. All overhead utility lines have been placed underground at a minimal cost to homeowners.

Oak Center is a community which, through the redevelopment process, has seen fit to substantially and comprehensively change its foundation. The success of the Oak Center Plan points to the foresight of residents who refused to be compromised, but dared to work actively to strengthen their environment. In so doing, Oak Center has generated new life and is a community ready for the future.



OAK CENTER

- NEW HOUSING
- CHURCHES
- DAY CARE CENTER



LOCATIONS ARE SCHEMATIC
& SIZES ARE APPROXIMATE

Dealtà



PERALTA COLLEGE

The basic purpose of the Peralta College Redevelopment Project was to assemble land for a new downtown community college. Dictated by the needs of a rapidly increasing student population, in 1965 local citizens voted to build a new campus. With Agency assistance a site was selected south of Lake Merritt, just east of downtown Oakland. This location takes full advantage of the water and park potential of the Lake Merritt Channel, and provides a central location for low-income students of all ethnic backgrounds to acquire valuable vocational and academic training.

In order to build the new campus, the Peralta Junior College District bought 60% of the land from the City. This formerly included Youell Field (original home of the Oakland Raiders), the Exposition Building, the City's corporation yard, and a large parking area. Through the renewal process, the Redevelopment Agency acquired the remaining 40% of the land, subsequently selling it to the District at a considerable saving.

In 1971 the \$26 million Laney College opened to 12,000 full-time and part-time students. The concrete and brick cluster of buildings, designed by Skidmore, Owings & Merrill, received a citation for excellence in community architecture from the American Institute of Architects. The college athletic field, one of the largest and most comprehensive outdoor sports and recreational centers in the Bay Area, has facilities for tennis, basketball, volleyball, baseball, softball, football and track.

To provide adequate traffic circulation in and around the campus, 7th Street was realigned and designed as a 6-lane divided boulevard. Due to the ever-present threat of Lake Merritt flooding during periods of high tide, a new pumping station was built to remove excess water. In the midst of the campus, along the Lake Merritt Channel, a park with walkways and bicycle paths will eventually connect the Lake with the Oakland Estuary.

Laney College is the largest academic/trade/technical college in the district. It joins the adjacent Oakland Museum, the nearby BART headquarters, Municipal Auditorium, and recreational facilities of Lake Merritt in strengthening the City's entire Central District.

The new community college--of vital economic and social significance to the Oakland community--would not have been possible without cooperation and teamwork among a variety of public agencies and citizens' groups. These include the City Planning Department, Streets and Engineering Department, Parks and Recreation Department, the Oakland Redevelopment Agency, Peralta Junior College District, Alameda County Board of Supervisors, Alameda County Flood Control District, and very importantly, the Peralta Citizens' Organization, representing area residents and businessmen.

The 75-acre Peralta College Redevelopment Area was formerly a mixture of blighted industrial, commercial and residential properties. It also contained many undeveloped portions which were used as parking lots. Less than 7 acres consisted of homes when the area was designated for redevelopment in 1967.

Today both new and rehabilitated residential developments are a part of the Area. The \$1.1 million restoration and conversion of the Lakeside Hotel at the corner of East 12th and 2nd Avenue has provided 66 studio and one-bedroom apartments for low-income senior citizens at rental rates they can afford. The ground floor of the Lakeside Apartments offers recreational and commercial facilities for residents. Rental information is available from Jack Nisson at 983-5400.

Torre de Tia, a 17-story apartment complex at 3rd Avenue and East 12th Street, is currently under construction. This \$5.5 million development is the Redevelopment Agency's first venture into market-rate housing. When Torre de Tia opens in March, 1975, it will add 178 attractive view apartments with recreational amenities to the Lake Merritt housing market. For rental information call Vic Brown, 885-1222.

In June of 1974, after a total investment of \$6.7 million, the Federal government had completed its financial involvement in the Peralta College Project.

One housing site remains undeveloped. The Redevelopment Agency has programmed it for a 145-unit middle-income apartment building, which will be developed at the earliest possible date.



PERALTA



LANEY COLLEGE

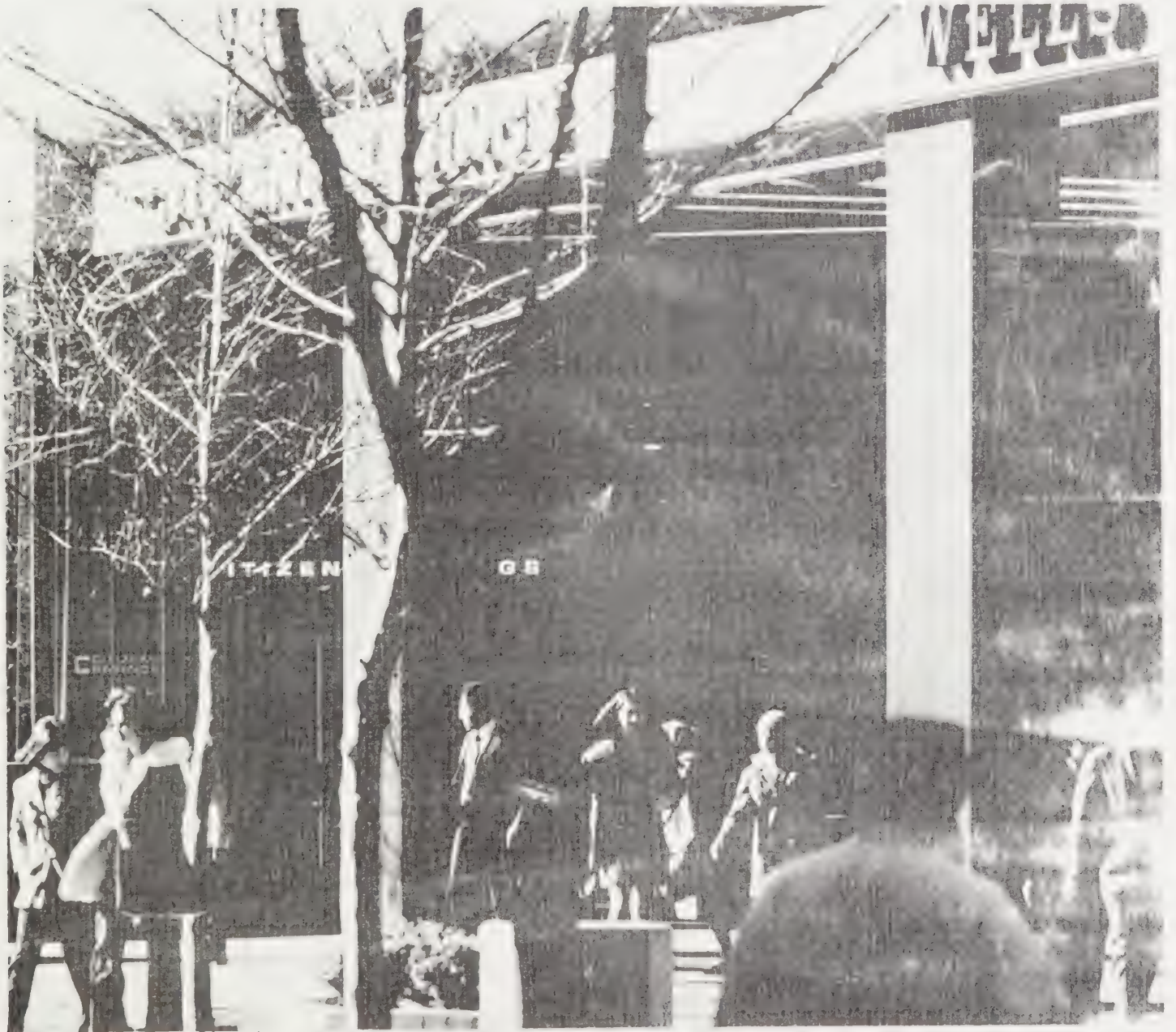


LAKESIDE APARTMENTS



PROPOSED NEW HOUSING

city center



CITY CENTER

Revitalization of an older, declining section of Oakland's business district is the purpose of the \$200 million City Center Redevelopment Area.

The 15 blocks between 11th and 14th Streets, Broadway and Castro, consisted primarily of retail stores and services, and substandard hotels and rooming houses. Due to the gradual decline of the area, existing buildings had proportionately high vacancy rates. A few businesses, prior to redevelopment, had already relocated to more economically prosperous areas. There was no question that almost total clearance was necessary to rebuild this vital section of the Central Business District into a thriving, pulsating commercial core.

City Center redevelopment went into execution in 1968. Grubb & Ellis Company, an Oakland-based firm, was chosen in 1971 as the major developer.

The beginnings of downtown Oakland's "turnaround" are already evident at the corner of 14th and Broadway, the City's busiest intersection. The 10-story Wells Fargo Building--the first of five towers which will ultimately offer over one million square feet of Class A office space--welcomed its initial tenants in the Fall of 1973. The Agency's strong Affirmative Action program made possible a joint venture general contractor consisting of Turner Construction Company, a Caucasian firm, and Trans-Bay Engineers & Builders, a local minority-owned firm. Minority employees accounted for 66% of the construction manhours

on the Wells Fargo Building, with approximately 49% performed by Oakland residents.

In December, 1973, construction began on the 25-story second office tower, which will become the national headquarters of The Clorox Company. The five office buildings will be located in an area of concentrated pedestrian use--bordered by the major transfer point of the Bay Area Rapid Transit System and the convergence point of 35 A/C Transit bus lines. A dramatic people-oriented multi-level plaza between the Wells Fargo and Clorox Buildings will feature fountains, sculpture and lush landscaping, and will connect City Center to the mezzanine of the BART station. Both the Clorox Building and the City Center Plaza are scheduled to be completed by October 1975.

In addition to bringing thousands of workers into City Center, the development's urban shopping center component, which will include three major department stores and approximately 100 small specialty stores, will attract shoppers from throughout the Bay Area. They will be able to shop in the comfort of an enclosed multi-tiered mall with interior landscaping and convenient areas to pause and relax.

A 500-room Regency Hyatt Hotel is proposed at the corner of 11th and Broadway. Regency Hyatt Hotels across the country are noted for their unique architectural features and quality of excellence. Oakland residents, as well as convention visitors, can look forward to a first-rate downtown hotel with restaurants, cocktail lounges, banquet rooms and shops.

Adjacent to the hotel site, on City-owned property outside redevelopment boundaries, a \$9 million convention center has been proposed by the City. This development would complement City Center and further enhance rejuvenation of downtown Oakland.

At the northwestern and southwestern corners of City Center stand two Oakland landmarks--the Pardee Mansion and the First Unitarian Church. These are being preserved due to their historic significance and will soon be surrounded by a beautiful two-acre open-space park.

The strategic location of City Center to BART and AC-Transit buses will enable thousands of people to arrive daily via public transportation. In addition, the City of Oakland will provide parking facilities for 4,300 automobiles within City Center which will have direct access to the ramps of the Grove-Shafter Freeway.

The Agency has been effectively utilizing the input of various citizen committees concerning replacement housing, affirmative action, urban design and equity participation.

When completed, City Center will have a significant growth-inducing impact on downtown Oakland. Estimated annual taxable retail sales are projected to increase \$84 million compared to what they were prior to relocation of the area's businesses. Permanent employment will be approximately 12,000 persons, representing 6,000 to 7,000 new jobs in Oakland. In all, City Center will attract an estimated 34,000 people each day. The natural flow of people from the Center to surrounding downtown areas will revitalize an area far beyond the project's own boundaries.

Grove-Schaefer
Freeway

Castro Street

Grove Street

Jefferson Street

Clay Street

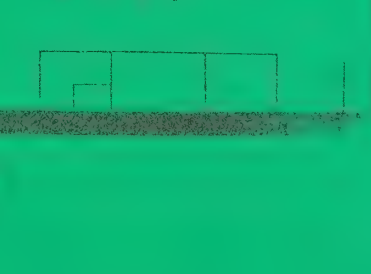
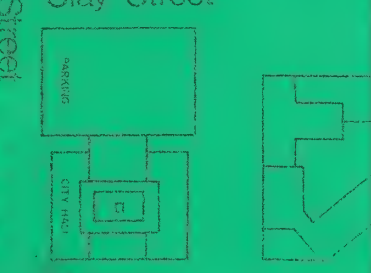
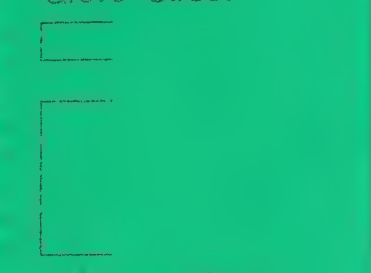
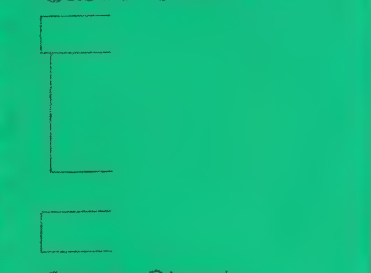
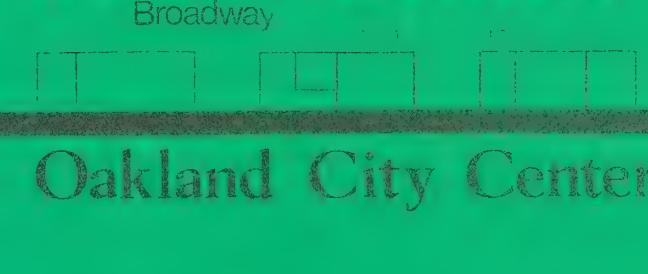
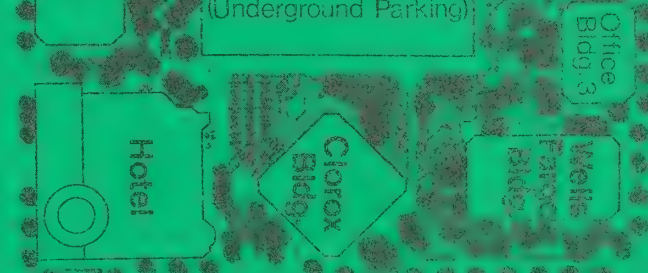
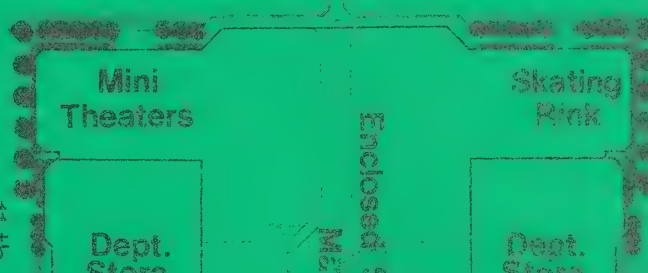
Broadway

Park

Convention Center Site

11th Street

14th Street



Oakland City Center

Chinatown



CHINATOWN

The Chinatown Redevelopment Project, initially funded in July 1972 under the Neighborhood Development Program, grew out of dedicated and persevering efforts of the Asian Community to bring renewal to a unique portion of downtown Oakland. Private citizens--Chinese and members of other Asian groups--invested planning monies and have worked actively since 1961 to secure Federal funding to begin the renewal of the East Bay's largest single Chinese settlement.

Chinatown is centrally located in Oakland's Central Business District, in the midst of several recent developments--the Oakland Museum, Laney College, the BART headquarters, and the emerging City Center Redevelopment Area. Adjacent to the Redevelopment Area, construction is underway for Sun-Yat-sen House, a privately sponsored residential development which will offer 328 condominium units over street level commercial space. Nearby, across Broadway from the four-block NDP Area, the City is proposing a major convention center.

In this setting of increasing new developments, it is strategic to begin rejuvenating the declining economic and cultural life of Oakland Chinatown. Renewal will create new centers of activity and increase the vitality of nearby restaurants, grocery stores and shops serving the East Bay's Asian population. It will also stimulate additional private efforts at community renewal, so vitally needed in surround areas.

Redevelopment is planned for the four blocks bounded by Broadway and Webster, 9th and 11th Streets. The fact that the project will front on Broadway, Oakland's central artery, will give Chinatown more visibility and accessibility in Oakland as a whole. Within these four blocks the Chinatown Redevelopment Plan calls for development of new condominiums and apartments, both market rate and low-moderate income...offices, shops and community service space...a hotel, theater and cultural center...public open space at street level for shoppers and residents...underground parking facilities...and a park. The project is designed to provide a place to live close to downtown, create new employment opportunities and community ownership participation, and renew an area urgently in need of revitalization.

As is the case with all NDP projects, the Chinatown area will be developed in phases, funded annually. The first phase is the block between Broadway and Franklin, 9th and 10th Streets. Property acquisition activities began in the middle of 1973 and will be completed in late 1974. Relocation of the business and residential tenants in this first block is nearly complete. Demolition of two of the buildings is complete. The last building will be cleared by the end of 1974, so construction can begin in 1975. On June 5, 1974, after the Chinatown PAC and Agency staff had completed evaluating the one development proposal submitted, the Redevelopment Agency granted a right to negotiate the purchase of the Agency-owned property in Block 1 to Hua Tsun, a California limited partnership.

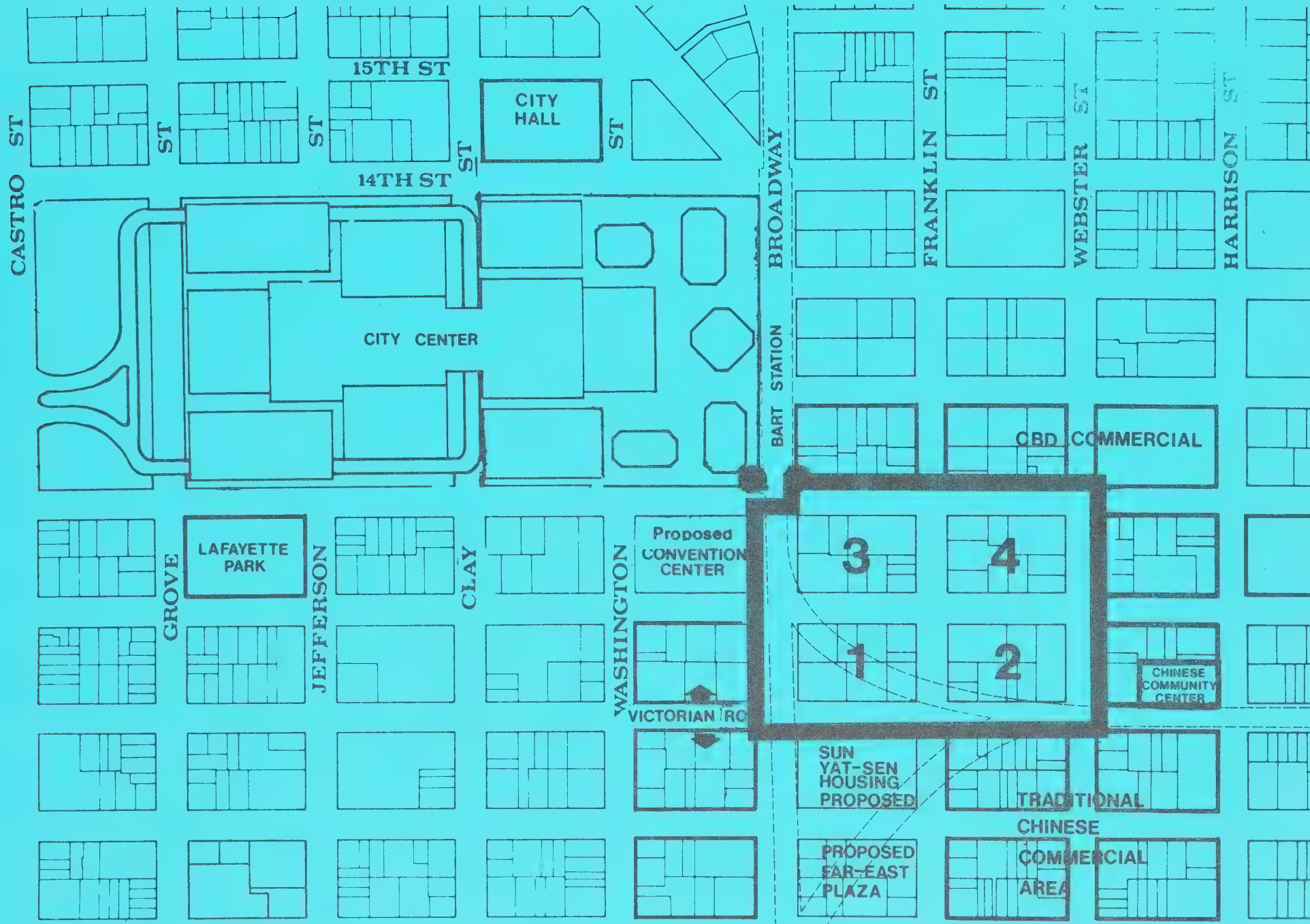
Hua Tsun was formed specifically for the purpose of submitting a development proposal for Block 1 of Chinatown's four-block NDP area. Oakland Chinatown Redevelopment, Inc., one of the general partners, was formed for the purpose of becoming involved in the redevelopment of Chinatown eight years ago. Hua Tsun currently has four general partners: Mr. Edward B. Wong, Mr. Y. C. Yang, Mr. Pak Hoy Wong and Mr. Donald M. Haet, and Oakland Chinatown Redevelopment, Inc., a California corporation. Mr. T. Y. Lin is a limited partner, but Hua Tsun will be soliciting additional limited partners now that their proposal has been accepted by the Redevelopment Agency. Hua Tsun has desposited \$100,000 with Sumitomo Bank of California to cover pre-construction costs.

The Hua Tsun proposal (which means Chinese Village) provides for a 15-story office building fronting on Broadway, offering 106,000 square feet of condominium office space; a 10-story building housing 132 condominium apartments bordering Franklin Street with a Chinese courtyard between the buildings. Ground floor space of both buildings totaling 40,000 square feet will be available for retail establishments, while second floor space totaling 25,000 square feet will be reserved for community and cultural uses. There will be one level of underground parking providing 165 parking spaces. The preliminary construction budget is approximately \$11 million.

Hua Tsun has expressed a willingness to work with the community on job training, employment, management and social services. The developer welcomes interested citizens and community groups to join the development group. Many community members are now

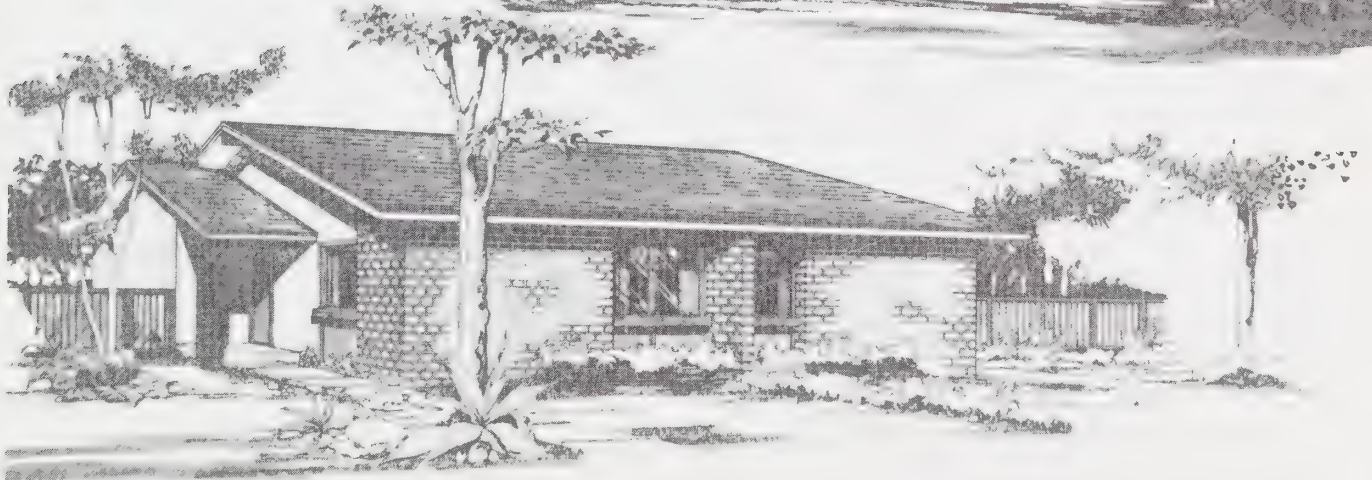
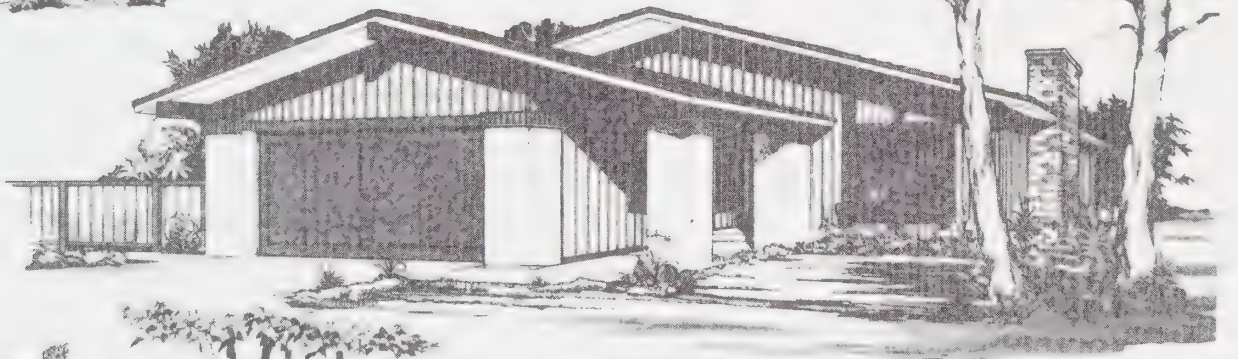
associated with the development and may share in the equity as stockholders. Since all residential units, office and commercial space will be offered for sale, individual community members may also gain equity in Block 1. The Hua Tsun development team has strong Asian involvement; and they have indicated that affirmative action will be taken in all areas

The continuing involvement of community residents, businessmen and civic institutions has been ensured by the formation of a project area committee (PAC) which was officially recognized by the Agency October 17, 1973. The PAC consists of 30 members representing property owners, residents and business proprietors of the four-block NDP area plus the Chinese community at large. Mr. Young G. Lee is the PAC Chairman. PAC meetings are held on the first Tuesday of each month. Information may be obtained from the PAC director, Peter Chen at 444-3638.



CHINATOWN

Stanford / adeline



STANFORD/ADELINE

An area of approximately four blocks in North Oakland where three major streets come together is the site of the Stanford/Adeline Neighborhood Development Program. Although the area is not large, it is highly visible, serving as the major gateway from Berkeley to Oakland.

The Stanford/Adeline Plan, approved by the City and the Department of Housing and Urban Development in spring of 1973, resulted from joint efforts of the community, the City and the Redevelopment Agency. The North Oakland District Council has for many years shown intense interest in redevelopment of their community, and this was the natural organization the Agency worked with to generate community participation. Formation of the Stanford/Adeline Project Area Committee has brought about an informed community by means of open PAC meetings, mass mailings and "block meetings".

Within this neighborhood, several older industrial and commercial properties were sandwiched in among single-family homes. Industrial/commercial land uses in this location were at one time appropriate, but are no longer desirable in the midst of the basically stable residential neighborhood that has developed around them. The principal aim of the Stanford/Adeline Project is to remove these blighting influences and replace them with new housing and open space.

Acquisition, relocation, and site clearance activities have been accomplished in Phase I (shown on the map). West Oakland

Housing, Inc. was selected by the Agency, following the recommendation of the PAC, to develop 23 single-family market rate homes on the cleared land. Construction is scheduled to begin in early 1975.

Acquisition and relocation activities are now underway in Phase II. A developer offering for eight single-family homes with an alternate plan which would permit thirty low-density elderly housing units has been circulated by the Agency.

In addition, the Stanford/Adeline Redevelopment Plan calls for realigning the confusing intersection of Stanford Avenue and Adeline Street to make the neighborhood quieter, and safer. New curbs, gutters, sidewalks and street trees will also be included to enhance the Stanford/Adeline neighborhood once the homes are built.

The NDP type of redevelopment is an on-going process, with continuous planning of public and private actions needed to bring about improvements. Each individual action undergoes thorough study, and through mutual support and cooperation, a better neighborhood is created. Residents and businessmen wishing to become informed and participate in renewal of Stanford/Adeline are encouraged to contact the Agency's Coordinator for the Project, or visit the PAC office at 5755 Market Street, 653-6176, and talk with the Community Liaison Officer.



STANFORD/ADELINE



NEW HOUSING DEVELOPMENT
phase 1



NEW HOUSING DEVELOPMENT
phase 2



REHABILITATION



OPEN SPACE

Elmhurst



ELMHURST

Elmhurst is an area where residents, clergy, businessmen and community institutions took initiative to begin revitalization, while at the same time pressing for Federal funding to enhance their efforts. A group of clergymen first organized the community effort to seek renewal in 1971. Their efforts to unite the many diverse interests in the community led to approaches to the City and the Redevelopment Agency. In July 1972, Elmhurst was funded for a renewal project planning under Oakland's Neighborhood Development Program.

The Elmhurst Project is a 20-block commercial strip in East Oakland that stretches along East 14th Street from 81st to 100th Avenue. Some of the businesses along the thoroughfare are thriving centers of activity, but many of the structures have deteriorated, some beyond repair. To the southwest of the commercial area, between 90th and 98th Avenue, is a 9-block older residential neighborhood. A number of the homes are attractive and in sound condition, but some are badly rundown. Elmhurst is a basically stable community that needs selective rehabilitation and small-scale new development.

The project planning phase in Elmhurst was from July 1972 to April 1973. Using the East Oakland Community Corporation as a vehicle, the Elmhurst community formed a Project Area Committee (PAC) that was accepted by the Redevelopment Agency as a representative participation structure. The Agency provided a field office and funds for a PAC staff. Through the PAC, residents and businessmen participate in the Elmhurst urban renewal process.

Their concerns and suggestions were instrumental in putting together the Elmhurst Redevelopment Plan which received City Council and U.S. Department of Housing and Urban Development approval in the spring of 1973.

The Elmhurst Redevelopment Plan calls for a combination of private efforts and public actions.

Private efforts include investing in businesses, improving the appearance of stores and homes, using sound, up-to-date business practices, and discouraging some of the undesirable existing uses of land. A number of merchants have indicated a willingness to rehabilitate their properties, and successful approaches have been made to private lending institutions to finance such rehabilitation. In the summer of 1973, a general community fix-up and clean-up campaign was undertaken to bring about visible results which will encourage greater community involvement.

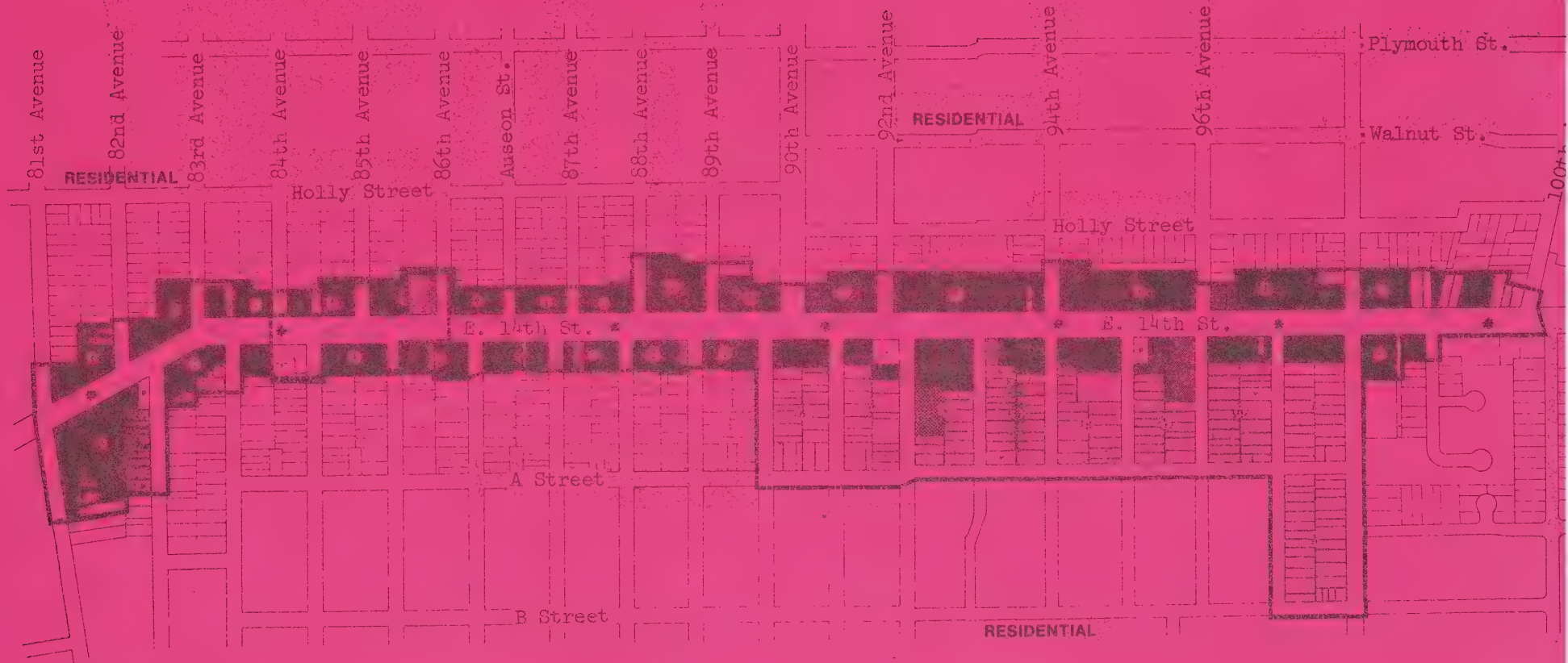
During the first year, 1972/73, renewal activities concentrated on the delivery of a site for additional recreation facilities next to Elmhurst Plaza on 98th Avenue, and on providing a site for senior housing between 81st and 82nd Avenues on East 14th Street. During the next NDP year, acquisition of the above two sites was completed, though the changes in the Federal Housing program now underway combined with the current disarray in the housing mortgage market have delayed the plans for the senior citizen housing. Discussion of an appropriate recreation activity to be located on the site next to Elmhurst Plaza is in process with Park and Recreation Department.

During 1973/74 the major new renewal activity undertaken was design of street improvements along East 14th Street. These improvements together with staff assistance to property owners for commercial rehabilitation are designed to bring about an upgrading of the street. Funds were committed to the construction of a landscaped median from 81st to 100th Avenues. In addition, new sidewalks and street trees in the four-block area between 94th and 98th Avenues--where an intensive rehab effort is underway--also were budgeted.

From the funds HUD made available to extend the second ADP year from July 1 to December 31, 1974, additional side-walk improvements will be undertaken together with a street tree planting program in the commercial and residential areas.

In subsequent years, additional acquisition of property to promote new development along East 14th Street is anticipated. We expect that the combined effects of private rehab, new development and public improvements will gradually bring a turn around in the area's development so that it can become a major commercial facility serving the East Oakland area.

The active involvement of all citizens concerned with Elmhurst renewal is encouraged. Interested persons may contact the Agency's Coordinator for the Elmhurst Project, or visit the PAC office at 9609 East 14th Street, 632-6171, and talk with the PAC Coordinator.



Victorian row/ Old Oakland



VICTORIAN ROW/OLD OAKLAND

The preservation of historical buildings with architectural variety can serve to overcome the sterility, monotony and visual boredom so prevalent in our urban scene today. This preservation and enhancement of old, meaningful structures can also increase civic pride. People need civic symbols to establish community identity.

Over the years there has been considerable interest, both public and private in restoring and preserving an area of lower Broadway in downtown Oakland, known as Victorian Row/Old Oakland, which has substantial historical and architectural significance to Oaklanders. This area has an outstanding concentration of urban structures featuring victorian architecture.

Oakland's early settlers clustered close to the waterfront, in the Jack London Square area, at the end of Broadway. Broadway was destined to be the main thoroughfare for Oakland. As business and industry expanded, Broadway extended north from the Bay, and by 1869 was paved up to Tenth Street.

By 1875 the center of town was Ninth Street, now known as Victorian Row.

The Wilcox Building on the southwest corner of Broadway and Ninth Street was the first brick building in Oakland. The post office was located on Broadway, between Ninth and Tenth Streets. The building, on the northwest corner of Ninth and Broadway, with its rhythmic succession of bay windows, was built in 1870 and housed the City's first newspaper, the Oakland News.

In addition, a wide range of other business activities were located on Ninth Street, including a photographer, attorney, ice cream parlor, wine and liquor shop, cigar stand and a Wells Fargo branch.

Also situated on Victorian Row were many lodging houses, including the Hartman House, the Nicholl House, the Grand Central Lodging House, and the Ross House.

Around 1885, spurred by the real estate boom in the East Bay, Ninth Street became known as Real Estate Row, because of the many real estate and insurance offices located there.

Oakland's expansion continued, and by 1900, the central district had moved beyond Ninth Street, and major retailing and personal services were replaced by business services.

After 1930, the area began to experience some decline and deterioration, which has continued, unfortunately, to the present. But the historic quality remains, with eloquent physical reminders of its meaningful past.

The architecture of Victorian Row is charming and exuberant. The most outstanding feature of the area is the unbroken continuity and general harmony of the buildings. Victorian Row does not suffer from monotony, since each building has a distinct character of its own. It is this quality of individuality within a common framework which makes Victorian Row such a valuable architectural asset.

In January 1974, the City Council, recognizing the unique physical resource of this historical area, directed the Redevelopment Agency and the City Planning Department to undertake studies

on the feasibility of restoring and preserving Victorian Row/Old Oakland. The five-block area of the study contains approximately 20 buildings which appear well suited for restoration.

The restoration of Victorian Row is envisioned as equaling or surpassing similar successful projects, such as, Pioneer Square in Seattle, Larimer Square in Denver and the Vieux Carre in New Orleans.

Ground floor space would be restored in an elegant Victorian motif for specialized tourist-oriented commercial uses, with upper floors devoted to unique business and professional office space. Public improvements would include widening sidewalks, the creation of malls, replica gas lights and landscaped public areas.

Victorian Row has outstanding locational advantages. The attached map shows the area in relation to the City Center and Chinatown Redevelopment Projects, now in execution.

City Center is well underway with the completion of the Wells Fargo Building. Construction of the Clorox Building has begun. These two buildings, in conjunction with other office space on the drawing board, will represent some million square feet of space. The remainder of City Center will be devoted to an urban shopping center, Hyatt Regency Hotel and related parking facilities.

The Chinatown Project, represented by blocks 1-4 on the attached map, will be a combination of condominium apartments, offices, shops, community space and a park.

Other developments significant to the Victorian Row/Old Oakland are the Sun Yat-Sen Housing, now under construction, the

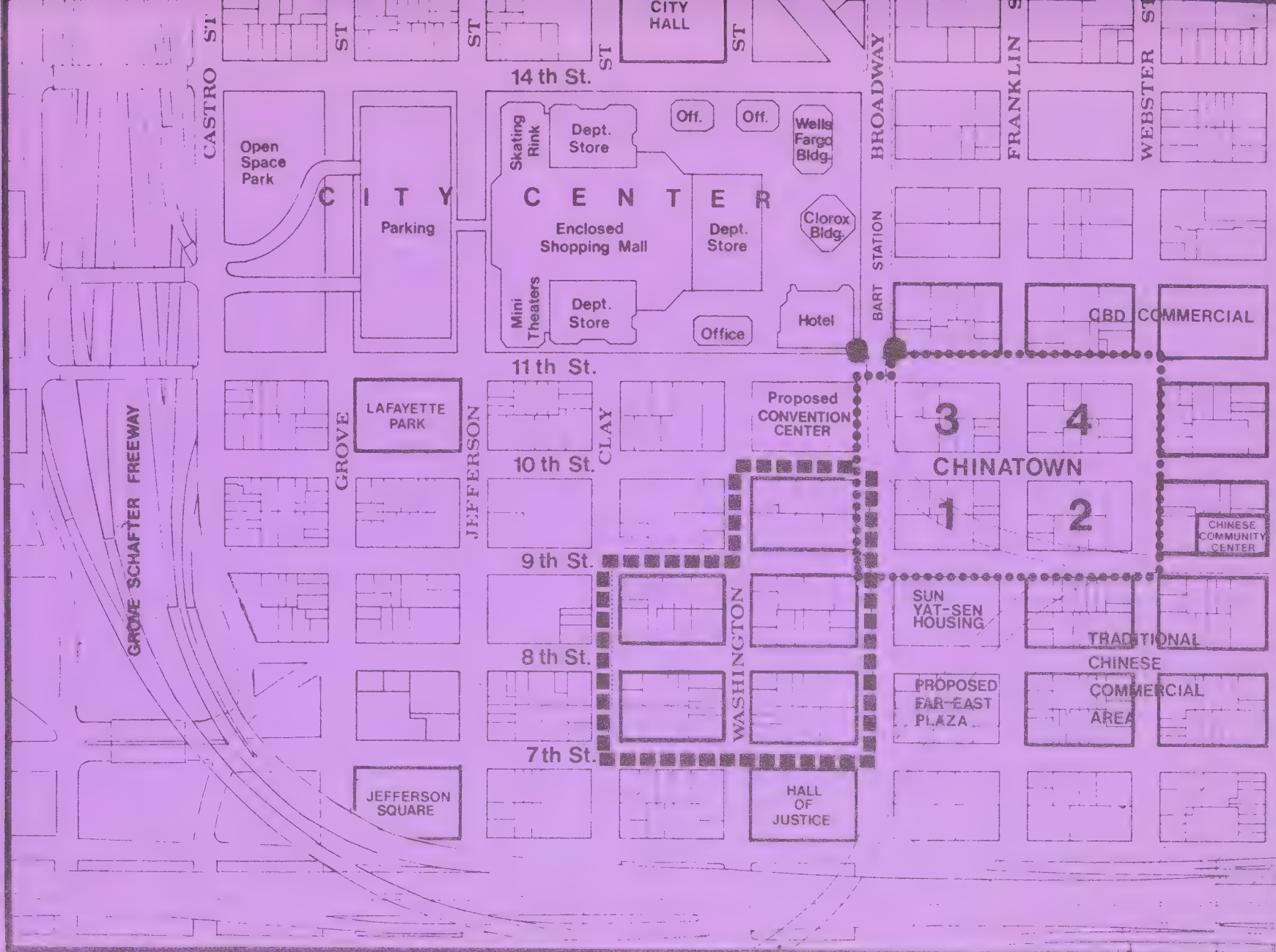
proposed Far East Plaza and Oakland convention center.

Present studies include the public and private financing aspects of the project. From a public financing point of view the matters of real estate, relocation, public improvements and administrative costs appear to be financially feasible.

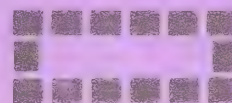
On the private financing side, a consultant team is working on marketability of uses in the Victorian Row area, as well as restoration considerations for special properties.

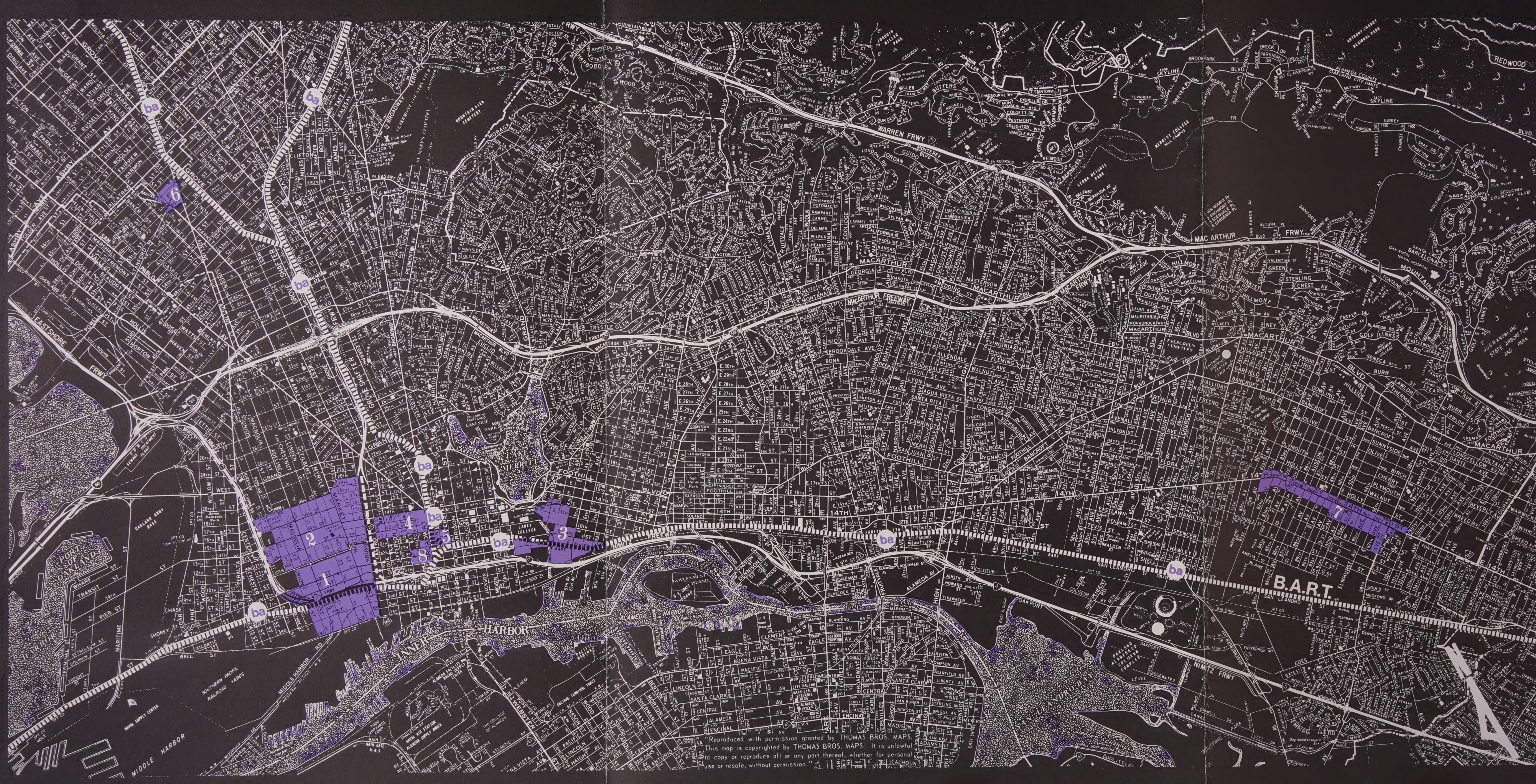
To date, a great deal of interest and enthusiasm has been expressed by owners in the area to rehabilitate their property, as well as the commercial business and professional users themselves.

It appears that Victorian Row has a good many more exciting memories to look forward to in the future. We feel that Oakland's Victorian Row, because of its historic significance, architectural merit, locational advantages and functional potential merits special attention.



VICTORIAN ROW/ OLD OAKLAND





Redevelopment Areas

- 1 Acorn
- 2 Oak Center
- 3 Peralta
- 4 City Center
- 5 Chinatown
- 6 Stanford/Adeline
- 7 Elmhurst
- 8 Victorian Row/Old Oakland
Proposed

oakland redevelopment agency

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